

DAFTAR PUSTAKA

- Abdullah, K., Jannah, M., Aiman, U., Hasda, S., Fadilla, Z., Taqwin, Masita, Ardiawan, K. N., & Sari, M. E. (2022). *Metodologi Penelitian Kuantitatif (Cetakan ke-2)*. Sigli: Yayasan Penerbit Muhammad Zaini.
- Abdullah, M. (2015). *Metode Penelitian Kuantitatif*. Yogyakarta: Aswaja Pressindo.
- Aditi, B. (2019). Innovation Product and Halal Labelization in Buying Repurchase. *International Research Journal of Business Studies*, 12(1), 87-100.
- Ahdiat, A. (2022, September 7). *Apa Merchandise Idol Korea yang Paling Laku di Indonesia?* Databoks. Retrieved from <https://databoks.katadata.co.id/datapublish/2022/09/07/apa-merchandise-idol-korea-yang-paling-laku-di-indonesia> [26 Juni 2024]
- Anastasya, A. (2023, July 8). *Data UMKM Jumlah dan Pertumbuhan Usaha Mikro, Kecil, dan Menengah Indonesia*. UKM Indonesia. Retrieved from <https://ukmindonesia.id/baca-deskripsi-posts/data-umkm-jumlah-dan-pertumbuhan-usaha-mikro-kecil-dan-menengah-di-indonesia> [16 Juli 2024]
- Badan Pusat Statistik. (2023). *Profil Industri Mikro dan Kecil 2022 (Vol. 13)*. Badan Pusat Statistik.
- BPS. (2023). *Profil Industri Mikro dan Kecil 2022 (Volume 13)*. Jakarta: Badan Pusat Statistik.
- Candra, S., & Juliani, M. (2018). Impact of E-Service Quality and Customer Value on Customer Satisfaction in LocalBrand. *Binus Business Review*, 9(2), 125-132.
- Chatzoglou, P., Chatzoudes, D., Savvidou, A., & Fotiadis, T., Delias, P. (2022). Factors affecting repurchase intentions in retail shopping: An empirical study. *Heliyon*, 8, e10619.
- Chen, H., & Su, W. (2023). Innovation and application of enterprise's supply chain management mode under the background of Industry 4.0. *International Journal of Technology Management*, 91(1-2), 19-38. <https://doi.org/10.1504/IJTM.2023.10052642>
- Christa, U. R., & Kristinae, V. (2021). The effect of Product Innovation on business performance during covid 19 pandemic. *Uncertain Supply Chain Management*, 9(1), 151-158. <https://doi.org/10.5267/j.uscm.2020.10.006>
- CivicScience. (2024, January 2). *Data Tren Mode*. CivicScience. Retrieved from <https://www.civicscience.com/trend-data> [10 July 2024]
- CNN Indonesia. (2024, January 2). *Ramai Fans K-Pop Dukung Anies, Timnas*

- Sebut Aniesbubble Tumbuh Organik*. CNN Indonesia. Retrieved from <https://www.cnnindonesia.com/nasional/20240102105442-617-1044250/ramai-fans-k-pop-dukung-anies-timnas-sebut-aniesbubble-tumbuh-organik> [24 June 2024]
- CNN Indonesia. (2023, December 10). *Survei Indikator: Anies-Imin Unggul di Pemilih Pendidikan Tinggi*. CNN Indonesia. Retrieved from <https://www.cnnindonesia.com/nasional/20231210100845-617-1035248/survei-indikator-anies-imin-unggul-di-pemilih-pendidikan-tinggi>
- CNBC Indonesia. (2024, March 19). *Rekapitulasi KPU: Prabowo Menang 58% di Jabar, Anies 31%, Ganjar 9%*. CNBC Indonesia. Retrieved from <https://www.cnbcindonesia.com/research/20240319192113-128-523451/rekapitulasi-kpu-prabowo-menang-58-di-jabar-anies-31-ganjar-9> [11 July 2024]
- Dinas PPKUKM. (2020, October 16). *Keuntungan Bergabung Dengan JAKPRENEUR*. Dinas PPKUKM. Retrieved from <https://disppkukm.jakarta.go.id/berita/40-keuntungan-bergabung-dengan-jakpreneur> [24 Juni 2024]
- Dinas PPKUKM. (2023, September 14). *Jakarta Entrepreneur*. Pemprov DKI Jakarta. Retrieved from <https://www.jakarta.go.id/jakpreneur> [24 Juni 2024]
- Duryadi, M. S. (2021). *Metode Penelitian Ilmiah. Metode Penelitian Empiris Model Path Analysis dan Analisis Menggunakan SmartPLS*. Semarang: Yayasan Prima Agus Teknik.
- Fatonah, S., & Haryanto, A. T. (2022). Exploring market Orientation, Product Innovation and competitive advantage to enhance the performance of smes under uncertain events. *Uncertain Supply Chain Management*, 10(1), 161–168. <https://doi.org/10.5267/j.uscm.2021.9.011>
- Guerra-Carrillo, B., Katovich, K., & Bunge, S. A. (2017). Does higher education hone cognitive functioning and learning efficacy? Findings from a large and diverse sample. *PLoS ONE*, 12(8), e0182276. <https://doi.org/10.1371/journal.pone.0182276>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) (2nd ed.)*. Los Angeles, CA: SAGE Publications, Inc. ISBN: 9781483377445
- Hair, J. F., Ringle, C. M., Danks, N. P., Hult, G. T. M., Sarstedt, M., & Ray, S. (2021). *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R: A Workbook*. Cham, Switzerland: Springer Nature Switzerland AG. ISBN: 978-3-030-80518-0 (print), 978-3-030-80519-7 (eBook).
- Handayani, D. F. R., Widowati, R. P. A., & Nuryakin. (2021). The Influence of E-Service Quality, Trust, Brand Image on Shopee Customer Satisfaction and Loyalty. *Jurnal Siasat Bisnis*, 25(2), 119-130.

- Hardani, Andriani, H., Ustiawaty, J., Utami, E. F., Istiqomah, R. R., Fardani, R. A., Sukmana, D. J., & Auliya, N. H. (2020). *Metode Penelitian Kualitatif & Kuantitatif*. Yogyakarta: Pustaka Ilmu.
- Limanseto, H. (2023, August 24). *Dorong UMKM Naik Kelas dan Go Export, Pemerintah Siapkan Ekosistem Pembiayaan yang Terintegrasi*. Kementerian Koordinator Bidang Perekonomian. Retrieved from <https://www.ekon.go.id/publikasi/detail/5318/dorong-umkm-naik-kelas-d> [24 Juni 2024]
- Hatammimi, J., & Pradana, S. (2022). Examining the product innovation during Covid-19 pandemic on purchase decision: A study on culinary business in Indonesia. In *Proceedings of the 5th European International Conference on Industrial Engineering and Operations Management*, 2559 - 2570. IEOM Society International. <https://doi.org/10.46254/EU05.20220497>
- Hatammimi, J., & Thahara, A. (2022). Capturing competitive advantage through product innovation: Study of a small culinary business. *Proceedings of the 17th European Conference on Innovation and Entrepreneurship*, 257-265. <https://doi.org/10.34190/ecie.17.1.492>
- Iba, Z., & Wardhana, A. (2023). *Metode Penelitian*. (Cetakan Pertama). Purbalingga: CV. Eureka Media Aksara.
- Indonesia. (2008). *Undang-Undang Republik Indonesia Nomor 20 Tahun 2008 tentang Usaha Mikro, Kecil, dan Menengah*. Lembaran Negara Republik Indonesia Tahun 2008 Nomor 93.
- Ismail, A., Rose, I. R., Tudin, R., & Dawi, N. M. (2017). Relationship between service quality and behavioral intentions: The mediating effect of customer satisfaction. *Etikonomi*, 16(2), 125-144.
- Jakarta Entrepreneur. (2024). *Program Jakpreneur*. Jakarta Entrepreneur Retrieved from <https://jakpreneur.jakarta.go.id/index#header-wrap> [16 Juli 2024]
- Jasin, M., & Firmansyah, A. (2023). The Role of Service Quality and Marketing Mix on Customer Satisfaction and Repurchase Intention of SMEs Products. *Uncertain Supply Chain Management*, 11(1), 383-390.
- Jasin, M., Anisah, H. U., Fatimah, C. E. A., Azra, F. E. A., Suzanawaty, L., & Junaedi, I. W. R. (2024). The Role of Digital Literacy and Knowledge Management on Process Innovation in SMEs. *International Journal of Data and Network Science*, 8(1), 337-344. <https://doi.org/10.5267/j.ijdns.2023.9.020>
- Khamaludin, S., Rismaningsih, F., Lusiani, Arlianti, L., Herlani, A. F., Fahlevi, M., Rahmadi, R., Windyasaki, V. S., & Widiyatun, F. (2021). The Influence of Social Media Marketing, Product Innovation and Market Orientation on Indonesian SMEs Marketing Performance. *International Journal of Data and*

- Network Science*, 6(1), 9–16. <https://doi.org/10.5267/J.IJDNS.2021.11.002>
- Kusumawati, A., & Rahayu, K. S. (2020). The Effect of Experience Quality on Customer Perceived Value and Customer Satisfaction and Its Impact on Customer Loyalty. *Human Systems Management*, 39(2), 219–232. <https://doi.org/10.3233/HSM-190564>
- Manalu, V. G., Nurhayati, S., & Setyanto, R. P. (2023). The moderating effect of competitive intensity on foresight capability and Product Innovation of SMEs in Indonesia. *Problems and Perspectives in Management*, 21(1), 219–229. [https://doi.org/10.21511/ppm.21\(1\).2023.19](https://doi.org/10.21511/ppm.21(1).2023.19)
- Mufidah, E., & Eliyana, A. (2021). Improving MSMEs Performance Through Entrepreneurial Marketing, Entrepreneurial Networking, and Product Innovation. *BISMA (Bisnis dan Manajemen)*, 13(2), 108-120. <https://doi.org/10.26740/bisma.v13n2.p108-120>
- Muhid, H. K. (2024, March 21). *Hasil Rekapitulasi Pilpres 2024 Diumumkan KPU, Apa Tanggapan Masing-masing Paslon? Pemilu*. Retrieved from <https://pemilu.tempo.co/read/1847859/hasil-rekapitulasi-pilpres-2024-diumumkan-kpu-apa-tanggapan-masing-masing-paslon> [July 30, 2024]
- Nofrizal, Lubis, N., Sucherly, Jujy, U., Arizal, N., & Listihana, W. D. (2022). The Key to Success Increasing Customer Satisfaction of SMEs Product Souvenir Food. *Cogent Business and Management*, 9(1). <https://doi.org/10.1080/23311975.2022.2084897>
- Oduro, S. (2019). Impact of Innovation Types on SMEs' Performance in the Cape Coast Metropolis of Ghana. *Journal of Entrepreneurship and Innovation in Emerging Economies*, 5(2), 110-127.
- Panigrahi, S. K., Azizan, N. B., & Al Shamsi, I. R. (2021). Product Innovation, Customer Satisfaction, and Brand Loyalty of Using Smartphones among University Students: PLS - SEM Approach. *Indian Journal of Marketing*, 51(1), 8–25. <https://doi.org/10.17010/ijom/2021/v51/i1/156931>
- Pedroso, J. E. P., & Nifras, J. (2023). Perception and Impact of Korean Wave among Students in a Local University in The Philippines. *International Journal of Research Publication and Reviews*, 4(7), 2312-2316.
- Prabowo, F. S. A., Oktavian, M. F., & Hidayatullah, D. S. (2022). The Effect of Market Orientation, Learning Orientation, and Product Innovation Agility on Fashion MSMEs Business Performance At Trunojoyo Area, Bandung City. *Jurnal Ilmu Sosial, Politik dan Humaniora*
- Putra, P. O. H., & Santoso, H. B. (2020). Contextual Factors and Performance Impact of E-Business Use in Indonesian Small and Medium Enterprises (SMEs). *Heliyon*, 6, e03568.
- Rakasiwi, L. S., & Kautsar, A. (2021). Pengaruh Faktor Demografi dan Sosial Ekonomi terhadap Status Kesehatan Individu di Indonesia. *Kajian Ekonomi*

- Keuangan*, 5(2), 147-157. <https://doi.org/10.31685/kek.V5.2.1008>
- Sadeghi Boroujerdi, S., Hasani, K., & Delshab, V. (2020). Investigating the Influence of Knowledge Management on Organizational Innovation in Higher Educational Institutions. *Kybernetes*, 49(2), 442–459. <https://doi.org/10.1108/K-09-2018-0492>
- Social Fans Geek. (2024, May 22). *K-Pop Fans Demographics, Global Popularity, and Key Statistics*. Social Fans Geek. Retrieved from <https://www.socialfansgeek.com/blog/details/k-pop-fans-demographics-global-popularity-and-key-statistics> [10 Juli 2024]
- Sinha, N., & Singh, N. (2023). Revisiting Expectation Confirmation Model to Measure The Effectiveness of Multichannel Bank Services for Elderly Consumers. *International Journal of Emerging Markets*, 18(10), 4457-4480.
- Sumiyati. (2024, March 6). *Daebak! Indonesia Peringkat Pertama Negara dengan Fans K-Pop Terbanyak di Dunia*. Viva. Retrieved from <https://www.viva.co.id/gaya-hidup/inspirasi-unik/1694162-daebak-indonesia-peringkat-pertama-negara-dengan-fans-k-pop-terbanyak-di-dunia> [18 Juni 2024]
- Tricahyono, D., Alamanda, D. T., Anggadwita, G., Prabowo, F. S. A., & Yuldinawati, L. (2018). The role of business incubator on cultivating innovation on start-ups: The case study of Bandung Techno Park (BTP) Indonesia. *International Journal of Engineering & Technology*, 7(2.29), 226-235
- Tukiran, M., Tan, P. H. P., & Sunaryo, W. (2021). Obtaining Customer Satisfaction by Managing Customer Expectation, Customer Perceived Quality and Perceived Value. *Uncertain Supply Chain Management*, 9(2), 481–488. <https://doi.org/10.5267/j.uscm.2021.1.003>
- Utami, H. N., Astuti, E. S., Ramadhan, H. M., Trialih, R., & Aprilian, Y. A. (2019). The Interests of Small- and Medium-Sized Enterprises (SMEs) Actor in Using Mobile Commerce in Effort to Expand Business Network. *Journal of Science and Technology Policy Management*, 10(3), 493–508. <https://doi.org/10.1108/JSTPM-08-2018-0081>
- Voleti, K. (2022, September 21). *Political Merchandising: Everything You Need to Know*. Political Marketing. Retrieved from <https://politicalmarketer.com/political-merchandising/> [July 31 2024]
- Widjojo, H., Fontana, A., Gayatri, G., & Soehadi, A. W. (2020). Value Co-Creation for Marketing Innovation: Comparative Study in the SME Community. *International Journal of Innovation Management*, 24(3). <https://doi.org/10.1142/S1363919620500309>
- Wijaya, O. Y. A. (2023). The Role of Supply Chain Management in Entrepreneurial Activities and Product Innovation on SMEs Performance. *Uncertain Supply*

Chain Management, 11(2), 443–450